

PRODUCT: 14 6-pound packages of *Reduco Bath Crystals* at Jacksonville, Fla. Analysis disclosed that the product consisted essentially of sodium sesquicarbonate, colored blue and perfumed.

NATURE OF CHARGE: Misbranding, Section 502 (a), the label statements "Reduco Bath * * * A Reducing Aid without Exercise * * * Aid for Rheumatism and Arthritis" were false and misleading since the article would not be effective in removing superfluous weight or in the treatment of rheumatism or arthritis.

DISPOSITION: June 17, 1947. Default decree of condemnation and destruction.

2184. Misbranding of Yardley Hair Tonic. U. S. v. 42 Bottles * * *. (F. D. C. No. 16383. Sample No. 6662-H.)

LIBEL FILED: June 18, 1945, Southern District of New York.

ALLEGED SHIPMENT: On or about February 14, 1945, by Yardley of London, Inc., from Union City, N. J.

PRODUCT: 42 11-ounce bottles of Yardley Hair Tonic at New York, N. Y. Analysis disclosed that the product consisted essentially of water, alcohol, a fatty oil, perfume, and coloring matter.

NATURE OF CHARGE: Misbranding, Section 502 (a), the following statements in the labeling were false and misleading: (Bottle) "Hair Tonic Regular use aids in maintaining sturdy hair growth"; (carton) "Hair Tonic * * * Regular use helps to maintain sturdy growth"; (circular) "Hair Tonic * * * Daily massage of the scalp with the finger tips helps to keep the hair healthy * * * If this 'daily dozen' is followed by the application * * * of Yardley Hair Tonic, an encouraging response to the treatment results * * * helping to keep the hair in a healthy condition. * * * Regular use aids in maintaining sturdy hair growth, thus retarding baldness." The article possessed no tonic properties and was not effective in promoting the growth and health of hair or in retarding baldness.

Further misbranding, Section 502 (c), the name and address of the manufacturer "Yardley, 620 Fifth Avenue, New York," which is required under authority of the law to appear on the label, was not prominently placed thereon with such conspicuousness (as compared with other matter on the label) as to render it likely to be read by the ordinary individual under customary conditions of purchase and use.

DISPOSITION: January 29, 1947. Yardley of London, Inc., claimant, having withdrawn its answer and having consented to the entry of a decree, judgment of condemnation was entered and the product was ordered destroyed.

2185. Misbranding of Pierce's Slant Health Board. U. S. v. Charles Merritte Pierce (Pierce's Slant Health Board). Plea of nolo contendere. Fine, \$100; defendant placed on probation. (F. D. C. No. 21425. Sample No. 20516-H.)

INFORMATION FILED: December 5, 1946, Southern District of California, against Charles Merritte Pierce, trading as Pierce's Slant Health Board, at Burbank, Calif.; amendment filed April 14, 1947.

ALLEGED SHIPMENT: On or about February 19, 1946, from the State of California into the State of Missouri.

PRODUCT: This device consisted of an exercise board 1¼ feet wide by 6 feet long, padded and covered with colored awning material. There was a strap across one end to hold the feet, and there were legs at the strap end which raised one end of the board. While exercising, the user reclined on the board, with the head at the lower end.

NATURE OF CHARGE: Misbranding, Section 502 (a), certain statements in a circular entitled "Three in One" and in letters entitled "To the Doctors" and "My Dear Friend," accompanying the article, were false and misleading. These statements represented and suggested that the device would be efficacious to combat wear and tear in the body, to build the body, to rest the overworked heart, and to pull up, strengthen, and keep the organs in place; that it would enable the user to keep fit and to renew vigor; that it would be efficacious to revitalize the cells of the body and awaken the blood stream to renewed activity; that it would get the waste out of the body, renew animation, and give the user the spirit to keep going, and live naturally and healthfully; that it would add years to life, improve the health of the user, and generate elec-

tricity and lactic acid, resulting in a source of great power and strength in the human body; that it would furnish energy and normalize the blood pressure, enable the healthy person to stay well and the sick person to get well, be efficacious as a cure for brain anemia, and stimulate and feed the brain and nerve centers. The device would not be efficacious for the purposes represented.

DISPOSITION: August 18, 1947. A plea of nolo contendere having been entered, the court imposed a fine of \$100 and placed the defendant on probation for 1 year, conditioned upon his compliance with all laws and specifically upon his compliance with the law in regard to the branding of this device and other similar products.

DRUGS FOR VETERINARY USE

2186. Adulteration of Dencol-10. U. S. v. 65 Bottles * * * and a number of circulars. (F. D. C. No. 22134. Sample No. 51679-H.)

LABEL FILED: January 3, 1947, District of Minnesota.

ALLEGED SHIPMENT: The drug was shipped on or about December 14, 1945, and the circulars were shipped at a prior date, by Barlow, Wright & Shores, Inc., from Cedar Rapids, Iowa.

PRODUCT: 65 1-pint bottles of *Dencol-10* and a number of circulars entitled "Dencol-10 (Gualacol 10%)," at Mankato, Minn. Analysis showed that the article was essentially gualacol, oil of eucalyptus, gum camphor, and creosote in a mineral oil base.

LABEL, IN PART: "Dencol-10 Indications * * * Distributed by the Denver Serum Company, Cedar Rapids, Iowa."

NATURE OF CHARGE: Misbranding, Section 502 (a), certain statements appearing on the bottle label and in the circular accompanying the article were false and misleading since they represented and suggested that the article would be effective as an aid for treating simple colds of livestock and poultry; that it would be effective in the treatment of diseases affecting the lungs and air passages by reason of the fact that it would be eliminated by the blood through the lungs; that it would be effective in the treatment of flu in swine, pneumonia and bronchitis in all animals, roup in fowls, and influenza and strangles in horses; that it would aid in controlling pneumonia, in curbing excessive fluids (oedema) of the lungs and chest cavity, and in getting the herd back on full feed; that it would be effective in the control of herd outbreaks of pneumonia and in the treatment of shipping fever and strangles, sore throats, coughs, colds, cattle pneumonia, scours, lung diseases of sheep and lambs, and roup in chickens and turkeys. The article would not be effective for such purposes.

DISPOSITION: March 6, 1947. No claimant having appeared, judgment was entered and the products were ordered destroyed.

2187. Misbranding of Corn King Udder Ointment, Dr. Clark's Udder Salve, Shores Kre-O-Col, and Shores Mul-Ene. U. S. v. Barlow, Wright & Shores, Inc. Plea of guilty. Fine, \$500 and costs. (F. D. C. No. 21434. Sample Nos. 16448-H, 51047-H, 51054-H, 51055-H.)

INFORMATION FILED: August 18, 1947, Northern District of Iowa, against Barlow, Wright & Shores, Inc., Cedar Rapids, Iowa.

ALLEGED SHIPMENT: On or about June 8, 1945, and January 14 and February 9, 1946, from the State of Iowa into the States of Illinois, South Dakota, and Minnesota.

PRODUCT: Analyses disclosed that the *Corn King Udder Ointment* was a red opaque salve containing carbolic acid, methyl salicylate, and oil of eucalyptus in an ointment base; that the *Dr. Clark's Udder Salve* was a red opaque salve containing similar ingredients; that the *Shores Kre-O-Col* was a reddish-brown fluid containing gualacol, oil of eucalyptus, creosote, oil of camphor, isopropyl alcohol, and water; and that the *Shores Mul-Ene* was a green-blue fluid containing zinc phenolsulfonate, manganese sulfate, ammonium phenolsulfonate, ferrous phenolsulfonate, copper phenolsulfonate, copper sulfate, and water.

NATURE OF CHARGE: *Corn King Udder Ointment* and *Dr. Clark's Udder Salve*. Misbranding, Section 502 (a), certain statements on the label of the article were false and misleading in that they represented and suggested that the article